

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-17 (cancelled)

Claim 18 (new): An application device, in particular a makeup device comprising a first region (30) for storing a product; and

a second region (34) for loading an applicator (14) with the product, wherein the second region (34) is separated from the first region (30).

Claim 19 (new): A device as set forth in claim 18, further comprising at least one feed passage (32) for feeding the product from the first region (30) to the second region (34).

Claim 20 (new): A device as set forth in claim 18, further comprising a conveyor means (28) for conveying the product from the first region (30) into the second region (34).

Claim 21 (new): A device as set forth in claim 20, wherein the conveyor means (28) is adapted to displace the product from the first region (30) into the second region (34) and to increase the pressure in the first region (30) relative to the pressure in the second region (34).

Claim 22 (new): A device as set forth in claim 20, wherein the applicator (14) has a rest position and a working position and means for actuation of the conveyor means (28) causes movement of the applicator (14) from the rest position into the working

position.

Claim 23 (new): A device as set forth in claim 22, further comprising a receiving region (36), which is separated from the first region (30), for the applicator (20) when in the rest position.

Claim 24 (new): A device as set forth in claim 23, wherein the second region (34) adjoins the receiving region (36) such that the applicator (14) passes the second region (34) when it is removed from the receiving region (36) for moving the applicator into the working position.

Claim 25 (new): A device as set forth in claim 22, further comprising a screwthread which has a first screwthread element (20) and a second screwthread element (18) for movement of the applicator (14) from the rest position into the working position, and a coupling (44, 46) for coupling the first screwthread element (20) to the conveyor means (28).

Claim 26 (new): A device as set forth in claim 25, wherein the coupling (44, 46) is a one-way coupling.

Claim 27 (new): A device as set forth in claim 25, wherein the coupling (44, 46) is a ratchet coupling.

Claim 28 (new): A device as set forth in claim 27, wherein the coupling (44, 46) has at least one elastic ratchet element (46).

Claim 29 (new): A device as set forth in claim 21, wherein the conveyor means (28) has a piston-cylinder device.

Claim 30 (new): A device as set forth in claim 29, wherein the conveyor means (28) has a rotary drive (22, 24, 26).

Claim 31 (new): A device as set forth in claim 30, wherein the rotary drive (22, 24, 26) has a hollow spindle (22) having an internal space, wherein the internal space is designed for receiving and/or passing therethrough the applicator (14) and on the outside surface of which is provided a screwthread (24).

Claim 32 (new): A device as set forth in claim 18, further comprising a wiper (38) for wiping product from the applicator (14) after use of the applicator (14).